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Public Attitudes and Actions Regarding Child Abuse and Its Prevention 1990

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Other NCPCA Publications

The National Committee for Prevention of Child Abuse (NCPCA) publishes a variety of educational materials that deal with parenting, child abuse, and child abuse prevention. The NCPCA catalog is available free upon request from NCPCA, Catalog Requests, 332 S. Michigan Ave., Suite 1600, Chicago, IL 60604, (312) 663-3520.

The National Committee for Prevention of Child Abuse (NCPCA) wishes to thank Mark Schulman of Schulman, Ronca, and Bucuvalas and Dr. Richard Gelles of the University of Rhode Island for their continued support and assistance with this project. These data offer a reliable, annual update on public attitudes toward and involvement in child abuse prevention.

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OVERVIEW

The National Committee for Prevention of Child Abuse is a volunteer organization dedicated to translating knowledge into community action through education, research, and policy development. The long-term goal of NCPCA is to eliminate child abuse in the United States. In the short run, its goal is to reduce child abuse by at least 20% by 1990. To accomplish this goal, NCPCA has established the following objectives:

* to have a fully aware public nationwide;
* to have a more complete body of child abuse prevention knowledge;
* to have important child prevention services available to all;
* to have improved public and private sector child abuse prevention policy; and
* to have an informed, well-equipped nationwide network.

The Center on Child Abuse Prevention Research, established by NCPCA in 1986, is responsible for monitoring achievement of these goals. Recognizing that no single data collection strategy can adequately capture all dimensions of the problem, several research efforts were initiated by the Center in the Fall of 1986.

One aspect of this strategy involves the conduct of annual public opinion polls to determine the extent to which the general public views prevention as possible, see a role for themselves in preventing child abuse, and have taken action to prevent child abuse. This is the fourth such national survey. Each involves a representative telephone survey of 1,250 randomly selected adults across the country. Previous surveys were conducted in 1986, 1988 and 1989.

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Specifically, these national surveys probed the following views in 1986, 1988, 1989 and 1990:

* How frequently do Americans think that physical punishment of a child leads to injury of the child?
* How often do people think that repeated yelling and swearing at a child leads to long-term emotional problems for the child?
* How much can any individual do to prevent child abuse?
* Have people done anything, personally, to prevent child abuse?
* What specific actions are people willing to take to prevent child abuse?

In addition, this year the questionnaire measured specific actions people have taken to prevent child abuse and their willingness to take action to prevent child abuse. The survey evaluated beliefs about whether schools should teach children how to ask for help if they are being physically abused, measured awareness of recent trials in which children have accused adults of sexually abusing them and investigated whether people believe the children are telling the truth. It investigated whether people think drug abuse is a major cause of child abuse. The survey measured awareness of television ads dealing with child abuse and awareness of comic books on the subject. The survey also deals with parental behaviors toward children, including confining them to their rooms, swearing at or insulting children, and spanking and hitting them.

The questions used in the questionnaire were developed by the NCPCA. Schulman, Ronca and Bucuvalas, Inc. was responsible for data collection, tabulation, and reporting.

NOTE ON SAMPLING ERROR

This sample survey of Americans, as well as all sample surveys, is subject to sampling error. Sampling error is the difference between the results obtained by the sample and those which would have been obtained by surveying the

entire population being sampled. The sampling error for the entire total 1990 sample is approximately +/- 3 percentage points (95% confidence level). Sampling error is higher for subgroups. **(SEE APPENDIX B)**

In comparing this year's survey to the 1989 wave, the 1988 wave or the 1986 benchmark wave, a difference of approximately 4 percentage points is required to conclude that a statistically significant change has occurred.

Adults *within* each household were chosen randomly for interviewing by using the "last birthday" method. If more than one adult was present, the respondent with the last birthday was designated as the only respondent who was eligible to be interviewed in that household.

NOTE ON TABLES

A complete set of data tables have been provided NCPCA by Schulman, Ronca & Bucuvalas, Inc. The data have been run on thirty-eight different analytic breaks. This following report contains only a summary of the data available.

Percentages in tables may not always add to 100% because of rounding errors or allowing multiple responses to questions.

EXECUTIVE SUMMARY

This national survey of 1,250 adults measured public attitudes toward child abuse, the role that individuals can and do play in preventing child abuse, and the extent to which parents use various methods to discipline their own children. The survey was conducted for the National Committee for the Prevention of Child Abuse and updates similar surveys in 1986 and 1988 and 1989.

The following are the key findings:

* About one in five Americans (19%) believe that physical punishment of children "hardly ever" or "never" leads to injury -- down from 24% in 1986.

* Only one in twenty Americans (6%) believe that "yelling and swearing" at children hardly ever or never leads to long-term emotional problems. This is identical to last year's level.

* Close to three in five Americans (58%) feel that they personally can do a "lot" or "some" to prevent child abuse, a slight decline from previous years. Nearly one in four report that they have done something "personally to prevent child abuse in the past year." This number has been stable since 1986.

* When asked about specific actions taken to prevent child abuse more than three in five Americans (64%) say they have offered to help a parent under stress. One in two adults (51%) report stopping someone they knew from yelling at a child. Nearly two in five adults (38%) report giving money to organizations that work to prevent child abuse. Three in ten report stopping someone they knew from hitting a child (31%) or talking with a parent to try to stop them from abusing a child (29%). One in five adults (20%) say they stopped someone they did not know from yelling at a child. Other actions taken include stopping someone they did not know from hitting a child (17%), reporting a family member or friend for child abuse to police or to a child protection agency (11%), volunteering as a foster parent or as a parent aide (9%) and volunteering to work on a crisis hot line or at a crisis nursery (5%).

* Very large majorities say they have taken -- or are willing to take -- each of the above actions to prevent child abuse, with the exception of the volunteer activities. More than four in five have, or are willing to offer to help parents under stress (89%), stop someone they know from hitting a child (89%), report a family member or friend to the authorities for child abuse (88%), stop someone they know from yelling at a child (86%) and talk with a parent to try to stop them from abusing a child (85%). Stated willingness to take other actions extends to stopping someone they do not know from hitting a child (76%), giving money to organizations which work to prevent child abuse

(73%), and stopping someone they do not know from yelling at a child (63%). In addition, roughly a third say they are willing to volunteer for a crisis hot line or crisis nursery (39%) and to volunteer as a foster parent or parent aide (34%).

* Virtually all Americans (95%) agree that all elementary schools should offer instruction which teaches children to protect themselves from child abuse.

* Nine in ten adults (89%) have heard of recent trials in which children have accused adults of sexually abusing them. Among those aware of the trials, nearly four in five (78%) agree that the children are telling the truth and only one in twenty adults (5%) disagree.

* More than three in four (77%) agree that drug abuse is a major cause of child abuse.

THE FINDINGS

ATTITUDES ABOUT THE IMPACT OF PHYSICAL PUNISHMENT

About the same number of Americans today as in 1986 believe that physical punishment of a child leads to injury. When asked about the impact of physical punishment on children, close to 1 in 5 adult Americans (19%) now believe that it "hardly ever" or "never" leads to injury to the child, compared to 21% in 1988 and 24% in 1986. About 7 in 10 Americans (72%) continue to believe that physical punishment leads very often/often (35%) or occasionally (37%) to injury. However, the number in the "very often" or "often" category is down 5 percentage points from 1986. **(TABLE 1)**

The number of Americans who downplay ("hardly ever"/"never") the link between physical punishment and injury differs only slightly across most education levels and occupational groups. For example, 18% of persons with less than a high school degree, 18% who have graduated from college and 25% who have post-graduate education say that physical punishment hardly ever or never leads to injury. **(TABLE 2)**

A few other differences emerge by group. Men (23% "hardly ever"/"never") consider corporal punishment a bit less seriously than do women (16%). Sensitivity to the possible consequences of physical punishment tends to be greatest among younger Americans. Easterners (42%) and Westerners (39%) are more likely to think physical punishment results in injury than are those from the Midwest (33%) or South (30%). **(TABLE 2)**

TABLE 1

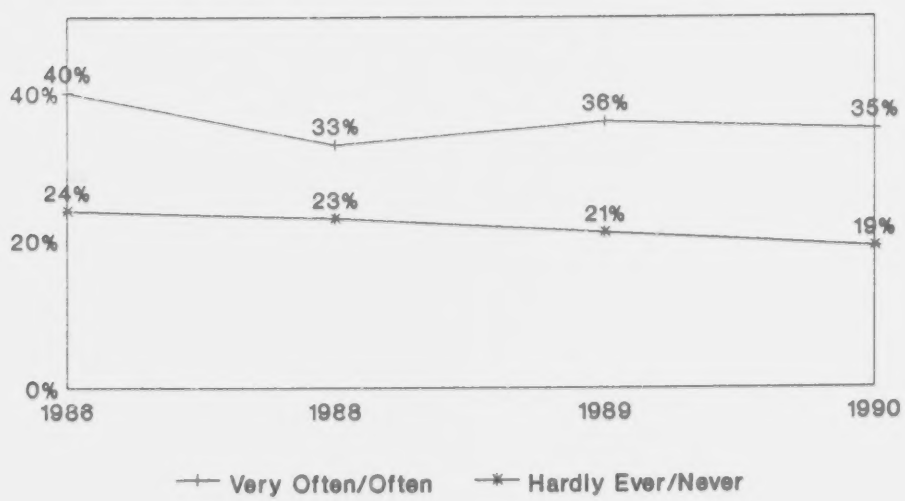
HOW OFTEN PHYSICAL PUNISHMENT LEADS TO INJURY
1990 VS. 1989, 1988, 1986

Q. 1 How often do you think that physical punishment of a child leads to injury to the child?

Base:	TOTAL 1990 (1,250) %	TOTAL 1989 (1,250) %	TOTAL 1988 (1,250) %	TOTAL 1986 (1,250) %
Very Often/Often	35	36	33	40
Occasionally	37	35	38	31
Hardly Ever/Never	19	21	23	24
Not Sure	9	8	6	5

HOW OFTEN PHYSICAL ABUSE LEADS TO INJURY

Figure 1



Base: Total respondents, 1250 each year.

TABLE 2

HOW OFTEN PHYSICAL PUNISHMENT LEADS TO INJURY:
BY SELECTED DEMOGRAPHICS

Q.1 How often do you think that physical punishment of a child leads to injury to the child?

	Base	VERY OFTEN/ OFTEN	OCCASIONALLY	HARDLY EVER/ NEVER	NOT SURE
Total Sample	(1250) %	35	37	19	9
Region					
East	(265) %	42	34	16	8
Midwest	(314) %	33	37	22	7
South	(426) %	30	40	20	10
West	(245) %	39	33	18	10
Education					
Less than High School	(182) %	34	37	18	12
High School Graduate	(432) %	35	36	17	10
Some College	(298) %	39	35	21	6
College Graduate	(219) %	30	44	18	5
Post Graduate	(115) %	35	29	25	12
Sex					
Men	(625) %	31	36	23	9
Women	(625) %	38	37	16	8
Race					
White	(1042) %	35	37	20	9
Black	(133) %	34	37	20	9
Hispanic	(75) %	38	32	22	8
Religion					
White/Protestant	(610) %	33	38	20	8
White/Catholic	(278) %	38	35	19	9
Political Philosophy					
Conservative	(464) %	34	35	23	7
Middle of the Road	(479) %	35	39	18	9
Liberal	(204) %	39	40	15	6
Age					
18 - 24	(175) %	44	37	15	3
25 - 34	(282) %	38	41	14	6
35 - 54	(439) %	35	35	22	8
55 - 64	(135) %	32	37	20	10
65 +	(204) %	25	34	23	17
Have Children					
Yes	(459) %	38	36	20	7
No	(780) %	33	37	19	10

ATTITUDES ABOUT THE IMPACT OF REPEATED YELLING AND SWEARING

About 3 in 4 Americans (76%) continue to believe that repeated yelling and swearing at a child "very often" or "often" leads to "long-term emotional problems for the child." This widespread view has changed little since 1986, when 73% offered these responses. About 1 in 20 adult Americans in any of the four years deny that repeated yelling and swearing results in emotional problems. **(TABLE 3)**

Some differences exist among the various demographic subgroups. Groups slightly less concerned include men (72% "very often/often"), those in the 55-64 age group (72%), senior citizens (71%), those with less than a high school education (68%), blacks (70%) and hispanics (70%). Parents having children under 18 years of age differ little from adults who do not. These findings generally parallel data in the 1986 and 1988 surveys. **(TABLE 4)**

TABLE 3

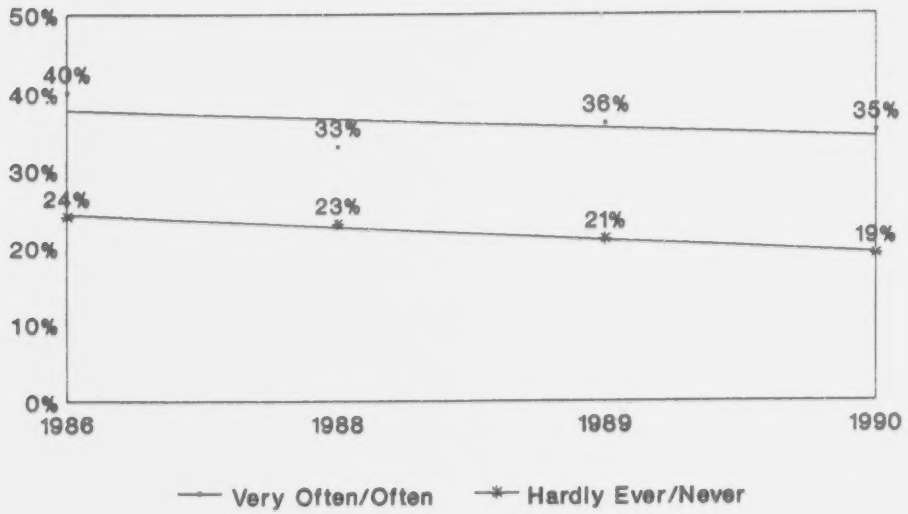
HOW OFTEN YELLING AND SWEARING AT CHILDREN
CAUSES LONG-TERM EMOTIONAL PROBLEMS:
1990 VS. 1989, 1988, 1986

Q. 2 How often do you think that repeated yelling and swearing at a child leads to long-term emotional problems for the child?

Base:	TOTAL 1990 (1,250) %	TOTAL 1989 (1,250) %	TOTAL 1988 (1,250) %	TOTAL 1986 (1,250) %
Very Often/Often	76	73	72	73
Occasionally	15	18	18	17
Hardly Ever/Never	6	6	8	7
Not Sure	3	2	2	2

HOW OFTEN YELLING AND SWEARING AT CHILDREN CAUSES LONG TERM PROBLEMS

Figure 2



Base: Total respondents, 1250 each year.

TABLE 4

HOW OFTEN YELLING AND SWEARING AT CHILDREN
CAUSES LONG-TERM EMOTIONAL PROBLEMS: BY SELECTED DEMOGRAPHICS

Q. 2 How often do you think that repeated yelling and swearing at a child leads to long-term emotional problems for the child?

	Base	VERY OFTEN/ OFTEN	OCCASIONALLY	HARDLY EVER/ NEVER	NOT SURE
Total Sample	(1250) %	76	15	6	3
Region					
East	(265) %	78	11	8	3
Midwest	(314) %	76	18	5	1
South	(426) %	75	15	7	4
West	(245) %	79	15	4	2
Education					
Less than High School	(182) %	68	17	10	5
High School Graduate	(432) %	75	16	6	3
Some College	(298) %	80	14	5	1
College Graduate	(219) %	79	14	5	*
Post Graduate	(115) %	82	11	3	5
Sex					
Men	(625) %	72	16	9	3
Women	(625) %	80	14	4	2
Race					
White	(1042) %	78	14	5	3
Black	(133) %	70	21	6	2
Hispanic	(75) %	70	24	2	3
Religion					
White/Protestant	(610) %	78	14	5	3
White/Catholic	(278) %	77	15	7	2
Political Philosophy					
Conservative	(464) %	75	16	6	3
Middle of the Road	(479) %	78	14	5	2
Liberal	(204) %	77	15	6	1
Age					
18 - 24	(175) %	80	13	7	-
25 - 34	(282) %	78	14	4	3
35 - 54	(439) %	78	15	6	2
55 - 64	(135) %	72	21	4	2
65 +	(204) %	71	14	10	5
Have Children					
Yes	(459) %	77	15	5	3
No	(780) %	76	14	7	2

ROLE OF INDIVIDUALS IN PREVENTING CHILD ABUSE

Nearly 6 in 10 Americans (58%) feel that they personally can do a lot or some to prevent child abuse -- a modest decrease from 1989 (64%), from 1988 (65%) and 1986 (66%). Moreover, in all four survey years, 1 in 4 Americans report that they have done something "personally to prevent child abuse in the past year". **(TABLES 5 AND 7)**

Clear differences emerge among various demographic groups on how much individuals feel they can do to prevent child abuse. Those who feel *most* effectual include persons under age 55, parents with children under 18, and blacks. **(TABLE 6)**

Americans who feel *least* able to prevent child abuse include those with less than a high school education, senior citizens and Easterners.

TABLE 5

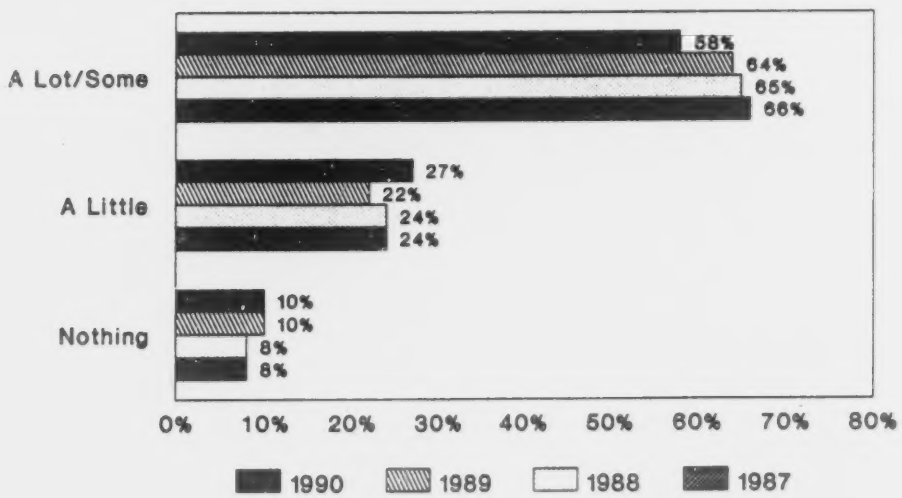
HOW MUCH INDIVIDUALS CAN PREVENT CHILD ABUSE:
1990 VS. 1989, 1988, 1986

Q. 8 How much do you think you, as an individual, can due to prevent child abuse?

Base: TOTAL	TOTAL 1990 (1,250) %	TOTAL 1989 (1,250) %	TOTAL 1988 (1,250) %	TOTAL 1986 (1,250) %
A lot/Some	58	64	65	66
A Little	27	22	24	24
Nothing	10	10	8	8
Not Sure	5	4	3	3

HOW MUCH INDIVIDUALS CAN DO TO PREVENT CHILD ABUSE

Figure 3



Base: Total respondents, 1250 each year.

TABLE 6

HOW MUCH INDIVIDUALS CAN PREVENT CHILD ABUSE:
BY SELECTED DEMOGRAPHICS

Q. 8 How much do you think you, as an individual, can due to prevent child abuse?

	Base	A LOT/ SOME	A LITTLE	NOTHING	NOT SURE
Total Sample	(1250) %	58	27	10	5
Region					
East	(265) %	50	31	13	6
Midwest	(314) %	58	28	9	5
South	(426) %	62	22	10	6
West	(245) %	59	30	7	3
Age					
18 - 24	(175) %	62	32	5	1
25 - 34	(282) %	65	23	7	5
35 - 54	(439) %	63	25	6	5
55 - 64	(135) %	50	32	12	7
65 +	(204) %	36	30	23	10
Sex					
Men	(625) %	54	32	11	4
Women	(625) %	62	23	9	6
Race					
White	(1042) %	57	28	10	5
Black	(133) %	67	19	8	5
Hispanic	(75) %	47	37	13	3
Income					
7,500 or Less	(95) %	55	25	15	5
7,501 to 15,000	(156) %	49	31	14	7
15,001 to 25,000	(225) %	59	26	10	5
25,001 to 35,000	(196) %	70	20	7	3
35,001 to 50,000	(197) %	55	36	5	4
50,001 and over	(191) %	59	33	5	4
Education					
Less than High School	(182) %	51	25	15	8
High School Graduate	(432) %	57	27	12	5
Some College	(298) %	64	25	6	6
College Graduate	(219) %	55	31	9	5
Post Graduate	(115) %	63	29	6	1
Have Children					
Yes	(459) %	68	22	6	5
No	(780) %	52	31	12	5

PERSONAL ACTIONS TO PREVENT CHILD ABUSE

Close to 1 in 4 Americans (23%) report that they personally have done something "to prevent child abuse in the past year." This is unchanged since 1986. **(TABLE 7)**

Americans more likely to report that they personally acted to prevent child abuse include those with a post-graduate education (47%), in a professional occupation (34%), and who have children under 18 years of age (32%). Americans between the ages of 25 and 54 are more likely to report their personal involvement. More Blacks (32%) report acting to prevent child abuse than do Whites (22%) and Hispanics (21%). More persons from the Western region of the country (30%) than from the South (17%) report doing something to prevent child abuse. **(TABLE 8)**

TABLE 7

PERCENT WHO HAVE ACTED TO PREVENT CHILD ABUSE:
1990 VS. 1989, 1988, 1986

Q. 9 Have you done anything, personally, to prevent child abuse in the past year?

Base: TOTAL	TOTAL 1990 (1,250) %	TOTAL 1989 (1,250) %	TOTAL 1988 (1,250) %	TOTAL 1986 (1,250) %
Yes	23	25	25	23
No	74	73	74	77
Not Sure	3	2	2	-

TABLE 8

PERCENT WHO HAVE ACTED TO PREVENT CHILD ABUSE:
BY SELECTED DEMOGRAPHICS

Q. 4 Have you done anything, personally, to prevent child abuse in the past year?

	Base	YES	NO	NOT SURE
Total Sample	(1250) %	23	74	3
Region				
East	(265) %	23	74	3
Midwest	(314) %	25	72	4
South	(426) %	17	80	2
West	(245) %	30	66	4
Age				
18 - 24	(175) %	18	79	3
25 - 34	(282) %	27	70	2
35 - 54	(439) %	29	67	4
55 - 64	(135) %	23	75	2
65 +	(204) %	11	87	2
Sex				
Men	(625) %	25	72	3
Women	(625) %	21	76	3
Race				
White	(1042) %	22	75	3
Black	(133) %	32	65	3
Hispanic	(75) %	21	72	7
Type of Work				
Professional	(247) %	34	63	3
Executive	(128) %	19	76	5
Proprietor	(38) %	26	71	3
Skilled Labor	(163) %	20	76	4
Unskilled Labor	(181) %	23	73	3
White Collar	(129) %	25	73	2
Education				
Less than High School	(182) %	15	83	2
High School Graduate	(432) %	16	81	3
Some College	(298) %	25	71	4
College Graduate	(219) %	27	70	2
Post Graduate	(115) %	47	50	3
Have Children				
Yes	(459) %	32	64	4
No	(780) %	17	80	2

SPECIFIC ACTIONS TAKEN TO PREVENT CHILD ABUSE

The survey measured the proportion of Americans who report taking a wide variety of actions to prevent child abuse. More than 3 in 5 adult Americans (64%) report having offered to help a parent under stress. Half (51%) say they have stopped someone they knew from yelling at a child. About 2 in 5 adults (38%) report giving money to an organization which works to prevent child abuse. **(TABLE 9)**

Fewer Americans report taking actions in serious situations involving physical abuse or in situations in which they did not know the person. About 3 in 10 adults (31%) say they have stopped someone they knew from hitting a child. About 1 in 5 adults (20%) report stopping someone they did not know from yelling at a child or stopping someone they did not know from hitting a child (17%). Finally, 1 in 10 adults (11%) say they have reported a family member or friend for child abuse to police or to a child protection agency.

Fewer than 1 in 10 adult Americans report participating in two volunteer activities covered by the survey: volunteering as a foster parent or as a parent aide (9%) and volunteering to work on a crisis hot line or at a crisis nursery (5%). Nevertheless, these results mean that large numbers of people have become personally involved in these volunteer activities which require a good deal of commitment.

There are differences among the various demographic subgroups in the proportion who have taken action to prevent child abuse. Adults with a post-graduate education are more likely to report intervening in a variety of ways. For example, 63% of those with a post graduate education say they have stopped someone they knew from yelling at a child, compared with the 51% overall average. About 1 in 6 with a postgraduate education (17%) report volunteering to work on a crisis hot line or at a crisis nursery, compared with 2-6% of other educational groups. Similarly, 17% of those with post graduate education report

volunteering as a foster parent or parent aide, compared with 6-11% of those with less education. **(TABLES 10 AND 11)**

Although differences by region are fairly small, Westerners appear to be slightly more likely to report taking action to prevent child abuse. In particular, 16% of Westerners say they have reported a family member or friend for child abuse to the authorities, compared with 10% of persons from the East, Midwest and South.

The survey found few differences by gender, religion and political philosophy. Parents with children under the age of 18 were only slightly more likely to report taking several actions. However, 72% of parents say they offered to help a parent under stress, compared to 60% of other adults. Parents appear slightly more likely to have stopped someone they knew from yelling at a child, to have made a donation to an organization that works to prevent child abuse, to have talked with a parent to try to stop them from abusing a child and to have reported a family member or friend for child abuse to the authorities.

In contrast to these small differences, very large differences can be observed in some areas of intervention by race. Fully half of blacks (50%) and 4 in 10 adult hispanics (41%) report stopping someone they knew from hitting a child, compared with about 1 in 4 adult whites (27%). Nearly 7 in 10 adult blacks (68%) say they have stopped someone they knew from yelling at a child, compared with roughly 5 in 10 adult hispanics (53%) and adult whites (47%). Moreover, 3 in 4 adult blacks (76%) report offering to help a parent under stress, compared with just over 6 in 10 adult hispanics (61%) and whites (63%).

A few other differences by subgroup are worth noting. Senior citizens are less likely to report taking several actions, particularly offering to help a parent under stress (46%), stopping someone they knew from hitting a child (19%), stopping someone they did not know from hitting a child (13%), talking

with a parent to stop them from abusing a child (19%) and reporting a family member or friend for child abuse to the police or to a child protection agency (6%). As might be expected, the proportion of adults giving money to an organization which works to prevent child abuse increased with household income from 3 in 10 persons with incomes of $25,000 or less (31-33%) to 5 in 10 persons (53%) with incomes exceeding $50,000.

TABLE 9

OPTIONS TO PREVENT CHILD ABUSE:
PROPORTION TAKING ACTION AND WILLING TO TAKE ACTION

Q. 1Ø Here are some actions people can take to prevent child abuse. For each one, could you please tell me if you, personally, have ever done this?

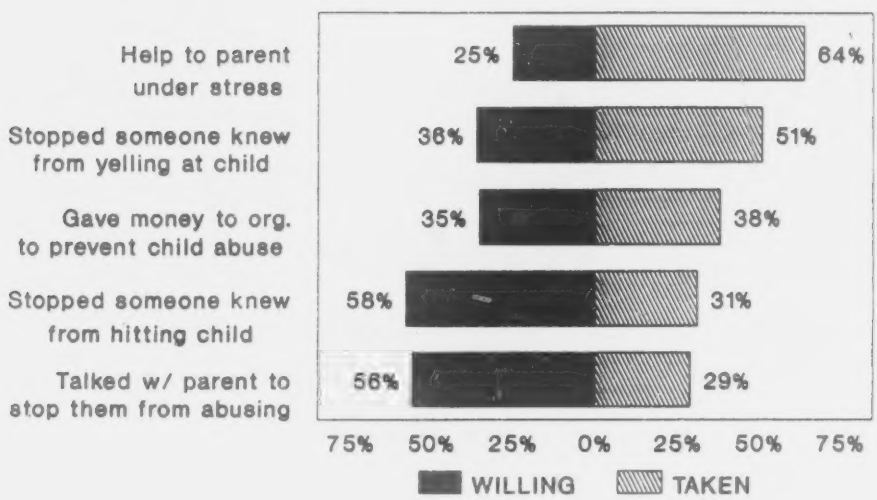
Q. 11 (FOR EACH "NO" IN Q.1Ø, ASK:) Would you personally be willing to do this, or not?

(BASE: TOTAL RESPONDENTS)

	Total (125Ø)	TAKEN ACTION	WILLING TO TAKE	TOTAL TAKEN ACTION/ WILLING TO TAKE
Offer(ed) to help a parent under stress	64	64	25	89
Stop(ped) someone you knew from yelling at a child	51	51	36	86
Gave money to an organization which works to prevent child abuse	38	38	35	73
Stop(ped) someone you knew from hitting a child	31	31	58	89
Talk(ed) with a parent to try to stop them from abusing a child	29	29	56	85
Stop(ped) someone you did not know from yelling at a child	2Ø	2Ø	43	63
Stop(ped) someone you did not know from hitting a child	17	17	59	76
Reported a family member or friend to police or to a child protection agency	11	11	77	88
Volunteer(ed) as a foster parent or parent aide	9	9	24	34
Volunteer(ed) to work on a crisis hot line or at a crisis agency	5	5	34	39

PROPORTION OF THOSE TAKING ACTION OR WILLING TO TAKE ACTION

Figure 4



Base: Total respondents (1250).

TABLE 1Ø

SPECIFIC ACTIONS TAKEN TO PREVENT CHILD ABUSE:
BY SELECTED DEMOGRAPHICS

Q. 1Ø (BASE: TOTAL)		REGION				SEX		HAS CHILDREN	
	Total (125Ø)	East (25Ø)	Mid-West (3Ø3)	South (41Ø)	West (226)	Male (625)	Female (625)	Yes (459)	No (78Ø)
Offer(ed) to help a parent under stress	64	63	65	62	69	62	67	72	6Ø
Stop(ped) someone you knew from yelling at a child	51	51	47	5Ø	56	51	5Ø	55	47
Gave money to an organization which works to prevent child abuse	38	33	35	4Ø	44	4Ø	36	43	35
Stop(ped) someone you knew from hitting a child	31	32	29	3Ø	36	32	3Ø	33	3Ø
Talk(ed) with a parent to try to stop them from abusing a child	29	26	3Ø	28	34	29	29	33	26
Stop(ped) someone you did not know from yelling at a child	2Ø	21	16	2Ø	22	21	18	22	18
Stop(ped) someone you did not know from hitting a child	17	18	15	16	2Ø	2Ø	14	19	16
Reported a family member or friend to police or to a child protection agency	11	1Ø	1Ø	1Ø	16	11	12	15	9
Volunteer(ed) as a foster parent or parent aide	9	7	11	8	11	9	9	11	8
Volunteer(ed) to work on a crisis hot line or at a crisis agency	5	6	4	4	8	4	5	4	5

WILLINGNESS TO TAKE ACTIONS TO PREVENT CHILD ABUSE

Large majorities of adult Americans say they are personally willing to take a wide array of actions to prevent child abuse. For each action, the survey asked adults who had not taken the action whether they would "personally be willing to do this, or not." A total of 63% to 89% of adults have taken or are willing to take each action covered by the survey, with the exception of volunteer activities. **(TABLE 9)**

More than 8 in 10 adults have taken, or are willing to take, the following actions:

-- Offering to help a parent under stress (89% taken/willing to take);

-- Stopping someone they know from hitting a child (89%);

-- Reporting a family member or friend for child abuse to police or to a child protection agency (88%);

-- Stopping someone they know from yelling at a child (86%);

-- Taking with a parent to try to stop them from abusing a child (85%).

Large majorities also said they had taken, or were willing to do, the following actions to prevent child abuse:

-- Stopping someone they did not know from hitting a child (76%)

-- Giving money to an organization which works to prevent child abuse (73%)

-- Stopping someone they did not know from yelling at a child (63%).

At least a third of adult Americans say they are involved in volunteer activities to prevent child abuse. These include:

-- Volunteering to work on a crisis hot line or at a crisis nursery (39% done/willing to do)

-- Volunteering as a foster parent or parent aid (34%).

TABLE 11

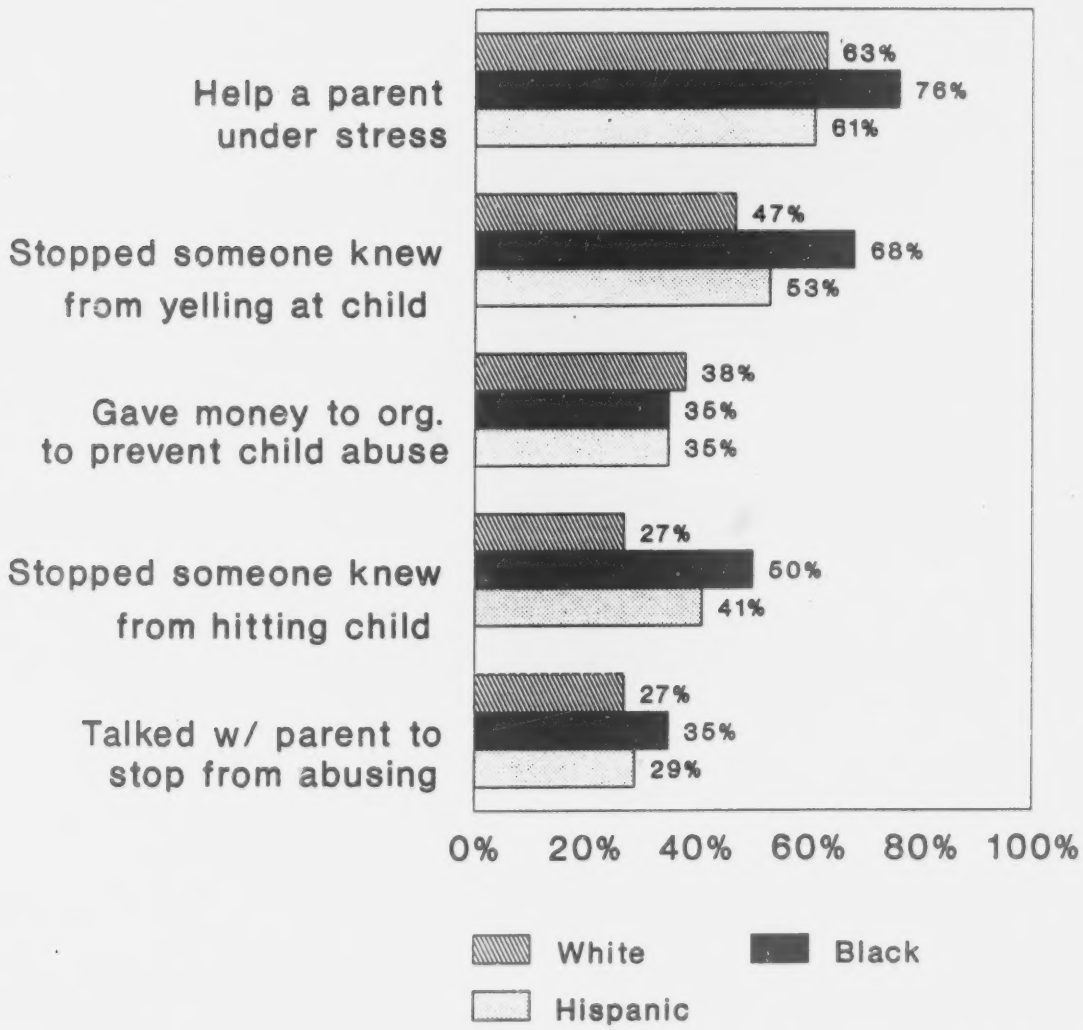
SPECIFIC ACTIONS TAKEN TO PREVENT CHILD ABUSE:
BY SELECTED DEMOGRAPHICS (CONTINUED)

Q. 1Ø
(BASE: TOTAL)

		EDUCATION					RACE		
	Total (125Ø)	LT HS grad (182)	H.S. grad (432)	Some coll. (298)	Coll. grad (219)	Post grad (115)	White (1Ø42)	Black (133)	His-panic (75)
Offer(ed) to help a parent under stress	64	6Ø	6Ø	68	66	76	63	76	61
Stop(ped) someone you knew from yelling at a child	51	48	46	55	48	63	47	68	53
Gave money to an organization which works to prevent child abuse	38	31	3Ø	41	46	53	38	35	35
Stop(ped) someone you knew from hitting a child	31	29	31	36	23	36	27	5Ø	41
Talk(ed) with a parent to try to stop them from abusing a child	29	23	29	3Ø	25	4Ø	27	35	29
Stop(ped) someone you did not know from yelling at a child	2Ø	2Ø	15	23	2Ø	27	18	29	18
Stop(ped) someone you did not know from hitting a child	17	16	16	19	17	17	15	19	22
Reported a family member or friend to police or to a child protection agency	11	1Ø	9	14	1Ø	18	11	12	13
Volunteer(ed) as a foster parent or parent aide	9	8	6	11	9	17	9	13	8
Volunteer(ed) to work on a crisis hot line or at a crisis agency	5	4	2	4	6	17	5	5	4

SPECIFIC ACTIONS TAKEN TO PREVENT CHILD ABUSE

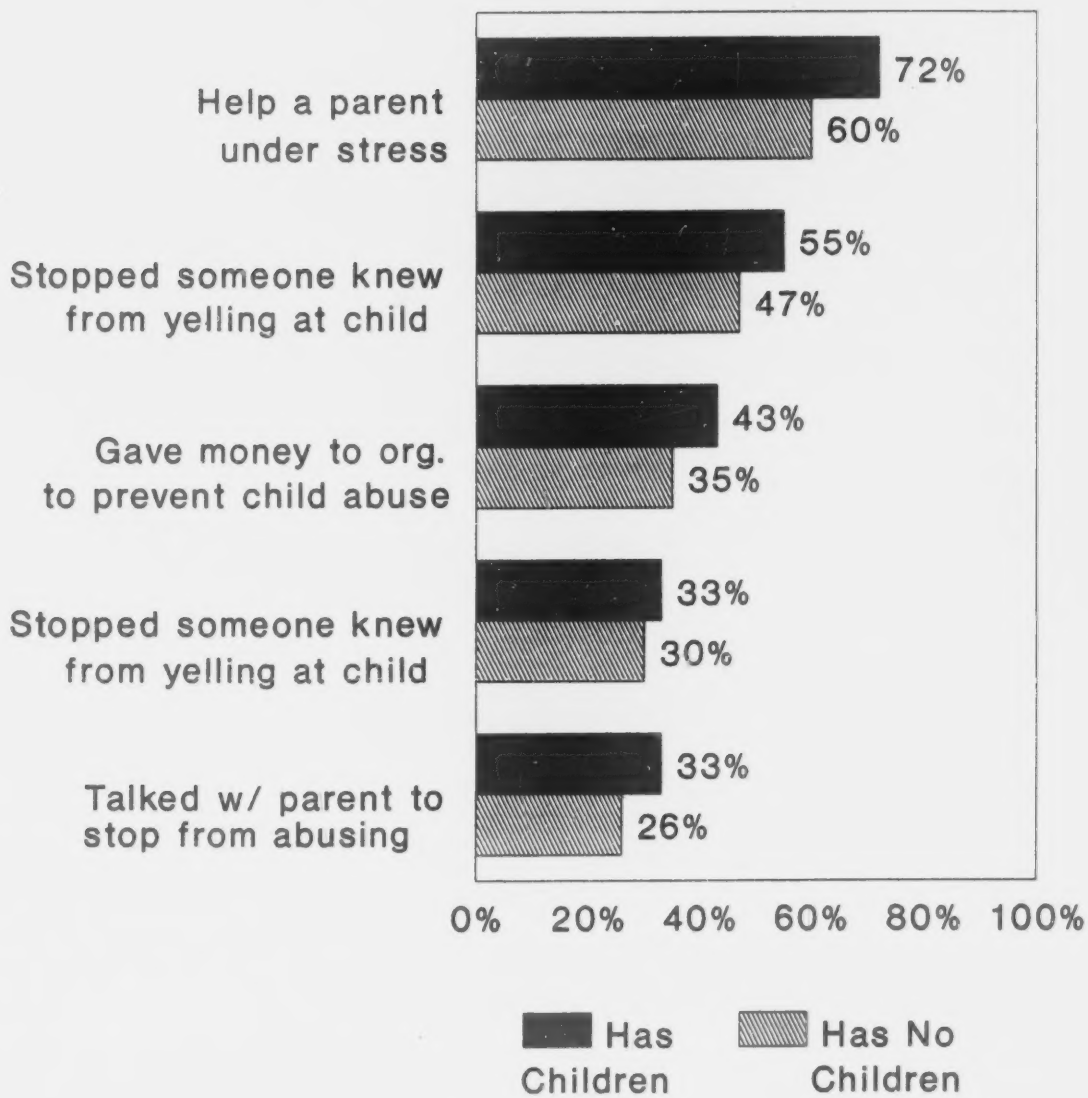
Figure 5a



Base: Total respondents (1250).

SPECIFIC ACTIONS TAKEN TO PREVENT CHILD ABUSE

Figure 5b



Base: Total respondents (1250).

ATTITUDES TOWARD CHILD ABUSE PREVENTION SERVICES

The public views child abuse prevention services very positively indeed, particularly those geared toward educating the child. Virtually all Americans (95%) support the idea that schools should teach children how to ask for help if they are being physically abused. A mere 2% disagree with the statement and 3% have no opinion. The vast majority (84%) "strongly agree" with offering this type of instruction. Support for this instruction was shared by very large majorities of all demographic groups, including political liberals (88% strongly agreed), those who are middle-of-the-road (85%) and conservatives (82%). **(TABLE 12)**

Last year's survey found a similar consensus that "all elementary schools should offer instruction which teaches children to protect themselves from child abuse, especially sexual abuse." Nearly all adults (95%) surveyed in 1989 agreed with the statement and more than 8 in 10 adults (83%) agreed strongly.

TABLE 12

SHOULD SCHOOLS TEACH CHILDREN HOW TO ASK
FOR HELP IF THEY ARE BEING PHYSICALLY ABUSED?

Q. 12 Do you personally agree or disagree that schools should teach children how to ask for help if they are being physically abused?

(BASE: TOTAL RESPONDENTS)

		------SEX-----		---------RACE--------		
	TOTAL	Male	Female	White	Black	Hispanic
	(1,250)	(625)	(625)	(1042)	(133)	(75)
	%	%	%	%	%	%
TOTAL AGREE	**95**	**95**	**96**	**95**	**96**	**95**
Strongly Agree	84	82	86	83	90	84
Agree Just Somewhat	11	13	10	12	6	10
TOTAL DISAGREE	**2**	**3**	**2**	**2**	1	-
Disagree Strongly	1	1	1	1	-	-
Disagree just somewhat	1	1	*	1	1	-
Undecided	3	3	3	3	3	5

TABLE 12
(CONTINUED)

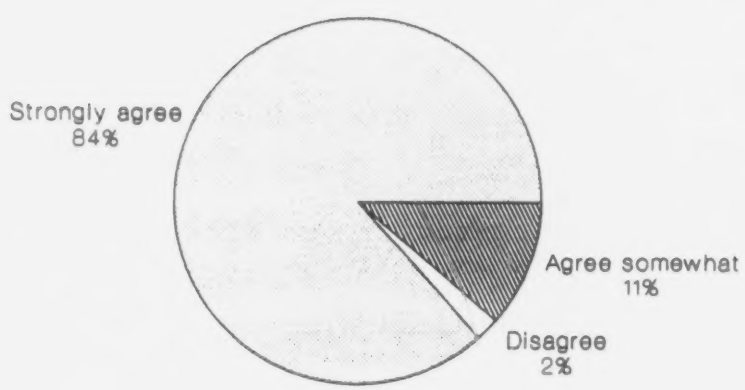
SHOULD SCHOOLS TEACH CHILDREN HOW TO ASK
FOR HELP IF THEY ARE BEING PHYSICALLY ABUSED?

Q. 12 Do you personally agree or disagree that schools should teach children how to ask for help if they are being physically abused?

(BASE: TOTAL RESPONDENTS)

	TOTAL	AGE					EDUCATION				
		18-24	25-34	35-54	55-64	65+	LT H.S.	H.S Grad	Some Coll	Coll Grad	Post Grad
	(1,250)	(175)	(282)	(439)	(135)	(204)	(182)	(432)	(298)	(219)	(115)
	%	%	%	%	%	%	%	%	%	%	%
TOTAL AGREE	**95**	**98**	**97**	**95**	**93**	**94**	**95**	**97**	**94**	**92**	**99**
Strongly Agree	84	87	87	83	87	78	84	85	84	83	87
Agree Just Somewhat	11	11	9	12	6	15	11	12	11	10	12
TOTAL DISAGREE	**2**	**2**	**3**	**2**	**1**	**1**	**2**	**2**	**2**	**4**	-
Disagree Strongly	1	1	1	1	1	1	1	*	1	3	-
Disagree Just Somewhat	1	2	1	-	1	1	1	1	1	1	-
Undecided	3	3	3	3	3	5	4	2	3	4	1

SHOULD SCHOOLS TEACH CHILDREN HOW TO ASK FOR HELP WHEN SEXUALLY ABUSED?
Figure 6



Base: Total respondents (1250).

SELF-REPORTED CORPORAL AND EMOTIONAL PUNISHMENT

In additional to attitudes, the survey probed actual reported corporal and emotional punishment by parents of children under age 18. Specifically, the survey asked parents to report frequencies of a range of punishments in the "past 12 months," ranging from confining the child to a room to spanking or hitting the child.

The survey finds widespread use of both corporal and emotional punishment. About half of parents (50%) report hitting or spanking their children once a year or more. However, this is a 10-point decline from 1989, when 60% reported using corporal punishment. Five percent of parents hit or spank their children "repeatedly, that is, once a month or more, compared to 8% in 1989. In follow-up questioning, the 1990 survey found 3% report using corporal punishment once or twice a month, while 2% say they spank their children just about every week. Most parents report using corporal punishment infrequently, once or twice a year (26%). Another 15% have used it "occasionally" -- that is, three to five times a year, while 4% have done it six to eleven times a year. Half (49%) report that they "never" use corporal punishment, an increase from 1989 when two in five (39%) gave the same response. **(TABLE 16)**

Similarly, about two in five parents (39%) say that they "insulted or swore" at their children in the past 12 months, down from 48% in 1989. Only 3% did it "repeatedly" in 1990, that is, once a month or more, in the past 12 months. Most did it "hardly ever" (23%), or "occasionally, 3 to 5 times a year" (9%). Another 4 percent did it often, "6 to 11 times a year." Six in 10 (60%) report that they never insulted or swore at their children, up from half (49%) a year ago. **(TABLE 15)**

The most common punishment, according to these reports, is denying children privileges, such as "not allowing them to see their friends when they want to, or not allowing them to watch television." About 7 in 10 parents (71%)

report that they lifted privileges at least once in the past year, about the same proportion as last year. However, most used this tact only occasionally. Moreover, about 9% of parents report that they have denied privileges to their children once a month or more, down from 15% in 1989. **(TABLE 13)**

About half of parents (52%) have confined their children to a room in the past 12 months. This represents a slight decrease from 1989, when 57% reported confining a child to a room in the past year. **(TABLE 14)**

There were some demographic differences on the use of the four types of punishment. Six in 10 parents from 18-34 years old (61%) say they denied their children privileges in the past 12 months, compared with 8 in 10 parents aged 35 and older (80%). Conversely, 6 in 10 parents aged 18-34 (61%) say they spanked or hit their children in the past twelve months, compared with 4 in 10 parents aged 35 and older (41%). These differences could be related to the age of their children.

More than half (55%) of parents with a high school diploma or less formal education say they spanked or hit their children in the past year, compared with 48% of parents with some college education and 43% of parents who are college graduates. More than 6 in 10 black parents (65%) say they spanked or hit their children in the past year, compared with about half (48%) of white parents. However, it should be noted that the sample size for black parents is small (n=58). **(TABLE 17)**

TABLE 13

HOW OFTEN PARENTS DENY THEIR CHILDREN PRIVILEGES

Q. 4 In the past 12 months, how often did you deny your child(ren) privileges, such as not allowing them to see their friends when they want to or not letting them watch television?

	PARENTS WITH CHILDREN UNDER 18	
	1990	1989
Base:	(459)	(513)
	%	%
Repeatedly, Once a Month or More (Net)	9	15
Almost Every Day	*	1
Just About Every Week	1	3
Once or Twice a Month	7	9
Repeatedly (Unspecified)	1	2
Often, 6 to 11 Times a Year	10	12
Occasionally, 3 to 5 Times a Year	26	28
Hardly Ever, Once or Twice a Year	26	18
Never	26	24
Not Sure	2	2
Refused	*	1

TABLE 14

HOW OFTEN PARENTS CONFINE CHILDREN TO A ROOM

Q. 5 In the past 12 months, how often would you say you confined your child(ren) to a room?

	PARENTS WITH CHILDREN UNDER 18	
	1990	1989
Base:	(459)	(513)
	%	%
Repeatedly, Once a Month or More (Net)	7	8
Almost Every Day	*	1
Just About Every Week	2	2
Once or Twice a Month	4	4
Repeatedly (Unspecified)	1	*
Often, 6 to 11 Times a Year	4	8
Occasionally, 3 to 5 Times a Year	15	20
Hardly Ever, Once or Twice a Year	26	21
Never	48	42
Not Sure	*	1
Refused	*	*

TABLE 15

HOW OFTEN PARENTS INSULT OR
SWEAR AT CHILDREN

Q. 6 In the past 12 months, how often would you say that you insulted or swore at your child(ren)?

	PARENTS WITH CHILDREN UNDER 18	
	1990	1989
Base:	(459)	(513)
	%	%
Repeatedly, Once a Month or More (Net)	3	5
Almost Every Day	*	*
Just About Every Week	1	1
Once or Twice a Month	1	3
Repeatedly (Unspecified)	*	*
Often, 6 to 11 Times a Year	4	4
Occasionally, 3 to 5 Times a Year	9	13
Hardly Ever, Once or Twice a Year	23	27
Never	60	49
Not Sure	1	1
Refused	-	1

TABLE 16

HOW OFTEN PARENTS SPANK
OR HIT CHILDREN

Q. 7 In the past 12 months, how often would you say that you spanked or hit your child(ren)?

	PARENTS WITH CHILDREN UNDER 18	
	1990	1989
Base:	(459)	(513)
	%	%
Repeatedly, Once a Month or More (Net)	5	8
Almost Every Day	1	1
Just About Every Week	1	2
Once or Twice a Month	3	4
Repeatedly (Unspecified)	1	1
Often, 6 to 11 Times a Year	4	6
Occasionally, 3 to 5 Times a Year	15	19
Hardly Ever, Once or Twice a Year	26	27
Never	49	39
Not Sure	1	1
Refused	-	*

TABLE 17

HOW OFTEN PARENTS PUNISH CHILDREN:
BY SELECTED DEMOGRAPHICS

Q. 4 In the past 12 months, how often did you deny your child(ren) privileges, such as not allowing them to see their friends when they want to or not letting them watch television?

Q. 5 In the past 12 months, how often would you say you confined your child(ren) to a room?

Q. 6 In the past 12 months, how often would you say that you insulted or swore at your child(ren)?

Q. 7 In the past 12 months, how often would you say that you spanked or hit your child(ren)?

		PARENTS WITH CHILDREN UNDER 18			
	Base	Denied Privileges	Confined to Room	Insulted/ Swore at	Spanked or hit
Total Parents	(459) %	72	51	39	50
Region					
East	(86) %	71	52	39	45
Midwest	(129) %	68	48	40	55
South	(152) %	73	47	37	51
West	(92) %	74	60	41	48
Age					
18 - 34	(203) %	61	51	33	61
35 +	(251) %	80	51	44	41
Sex					
Men	(213) %	74	54	36	52
Women	(246) %	70	49	42	48
Race					
White	(370) %	71	49	38	48
Black*	(58) %	65	55	38	65
Hispanic*	(36) %	65	36	44	39
Education					
High School and less	(209) %	68	46	43	55
Some College	(128) %	73	55	33	48
College Graduate plus	(121) %	76	56	36	43

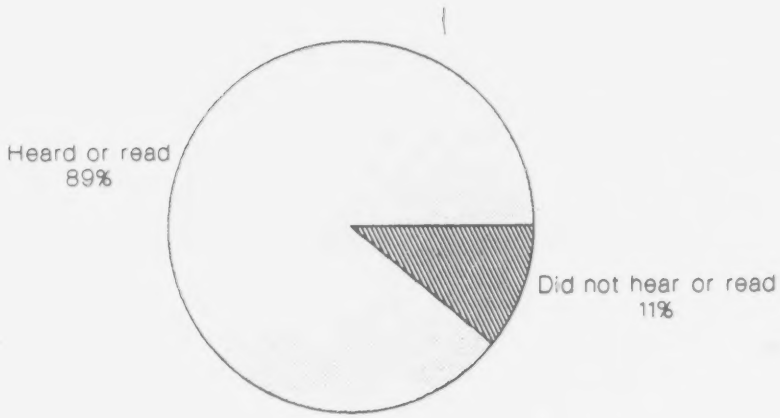
* Small sample - treat with caution.

AWARENESS OF RECENT TRIALS INVOLVING ACCUSATIONS OF CHILD ABUSE

The vast majority of the public is aware of trials in which children have accused adults of sexually abusing them. Fully 9 in 10 adults (89%) say they have heard or read about these cases, while one in ten (11%) have not.

Awareness of these trials increases progressively with education from 78% of those without a high school diploma to 86% of high school graduates, 92% of those with some college, 94% of college graduates and 96% with post graduate education. Awareness tends to be lower among 18-24 year olds (81%) than older age groups (87-93%). Younger, less educated adults are well-known to be less likely to read newspapers and follow news reports on television. It is notable that large majorities of all demographic groups are aware of the trials involving accusations of child sexual abuse. **(TABLE 18)**

AWARENESS OF RECENT TRIALS INVOLVING ACCUSATIONS OF CHILD ABUSE
Figure 7



Base: Total respondents (1250).

TABLE 18

AWARENESS OF TRIALS DEALING WITH

ALLEGED CHILD SEXUAL ABUSE:
BY SELECTED DEMOGRAPHICS

Q. 13 Recently, there have been a number of trials in which children have accused adults of sexually abusing them. Have you heard or read anything about these cases?

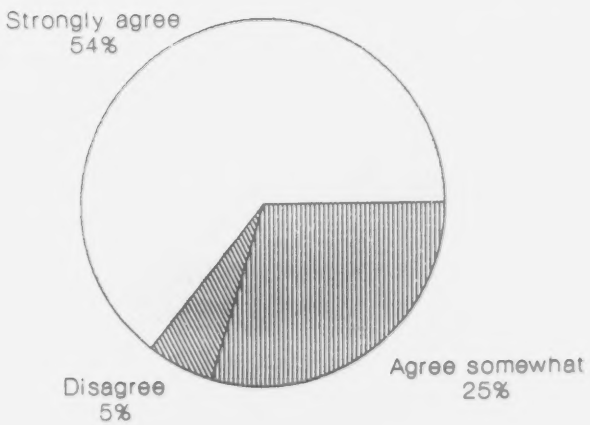
	Base		HEARD OR READ	DID NOT	NOT SURE
Total Sample	(1250)	%	89	11	1
Region					
East	(265)	%	88	12	*
Midwest	(314)	%	91	9	1
South	(426)	%	87	12	*
West	(245)	%	89	10	1
Education					
Less Than High School	(182)	%	78	20	1
High School Graduate	(432)	%	86	13	*
Some College	(298)	%	92	7	1
4-Year College Graduate	(219)	%	94	6	*
Post Graduate	(115)	%	96	3	1
Sex					
Male	(625)	%	89	11	*
Female	(625)	%	88	11	1
Race					
White	(1042)	%	89	11	*
Black	(133)	%	88	11	1
Hispanic	(75)	%	84	13	3
Age					
18 - 24	(175)	%	81	18	1
25 - 34	(282)	%	87	12	*
35 - 54	(439)	%	93	6	*
55 - 64	(135)	%	91	9	-
65 +	(204)	%	87	12	1
		%			
Have Children		%			
Yes	(459)	%	90	10	*
No	(780)	%	88	11	1

VIEWS ON RECENT TRIALS INVOLVING ACCUSATIONS OF CHILD ABUSE

Most persons aware of trials involving children who have accused adults of sexually abusing them believe that the children are telling the truth. More than 3 in 4 adults (75%) think the children are telling the truth, while only 1 in 20 adults (5%) disagree. The remaining 17% aware of the trials have no opinion. Underscoring the depth of support for the children is the finding that a majority (53%) aware of the trials strongly believe that the children are telling the truth. **(TABLE 19)**

Large majorities of all demographic groups aware of the trials believe the children making accusations and no more than 8% of any group voice disagreement. Agreement declines progressively with age from 88% of 18-24 year olds aware of the trials to 65% of senior citizens. More than 8 in 10 adults (83%) with children under 18 believe the children making accusations, as did 3 in 4 adults (76%) who do not have children. **(TABLE 20)**

ARE CHILDREN TELLING THE TRUTH ABOUT BEING SEXUALLY ABUSED?
Figure 8



Base: Total respondents (1250).

TABLE 19

ARE CHILDREN ACCUSING ADULTS OF SEXUALLY ABUSING THEM TELLING THE TRUTH?

Q. 14 Do you agree or disagree that most of these children who have accused adults of sexually abusing them are telling the truth?

	HEARD OR READ ABOUT TRIALS (1,107)
(BASE: TOTAL RESPONDENTS)	
	%
TOTAL AGREE	78
Strongly Agree	54
Agree Just Somewhat	25
TOTAL DISAGREE	5
Disagree Strongly	1
Disagree just somewhat	4
Undecided	17

TABLE 20

ARE CHILDREN ALLEGING SEXUAL ABUSE TELLING THE TRUTH:
BY SELECTED DEMOGRAPHICS

(Base: Heard/read about trials involving children accusing adults of sexual abuse)

Q. 14 Do you agree or disagree that most of the children who have accused adults of sexually abusing them are telling the truth?

	Base	AGREE (NET)	AGREE STRONGLY	AGREE SMWHT	DISAGREE (NET)
Total Sample	(1250) %	78	54	24	5
Region					
East	(232) %	81	59	22	5
Midwest	(385) %	77	54	24	4
South	(372) %	78	53	25	4
West	(218) %	76	49	27	6
Education					
Less Than High School	(143) %	79	48	31	5
High School Graduate	(373) %	79	58	21	5
Some College	(274) %	78	56	21	5
College Graduate	(205) %	77	49	28	5
Post Graduate	(110) %	75	47	28	4
Sex					
Male	(625) %	73	44	30	7
Female	(625) %	82	63	20	3
Race					
White	(926) %	77	52	25	5
Black	(117) %	84	64	20	2
Hispanic	(63) %	72	50	22	8
Age					
18 - 24	(142) %	88	65	24	1
25 - 34	(246) %	86	62	24	1
35 - 54	(409) %	78	54	24	5
55 - 64	(123) %	71	46	25	6
65 +	(178) %	65	37	27	7
Have Children					
Yes	(412) %	83	60	22	5
No	(687) %	76	50	26	5

VIEWS OF DRUG ABUSE AND CHILD ABUSE

More than 3 in 1Ø Americans (77%) agree that drug abuse is a major cause of child abuse. Fewer than 2 in 1Ø citizens (16%) disagree and less than 1 in 1Ø (7%) are undecided. A majority (56%) agree strongly with the concept while 2 in 1Ø adults (2Ø%) agree just somewhat. Agreement is widespread across demographic groups. **(TABLE 21)**

TABLE 21

IS DRUG ABUSE SEEN AS A MAJOR CAUSE OF CHILD ABUSE?

Q.15 Do you agree or disagree that drug abuse is a major cause of child abuse?

(BASE: TOTAL RESPONDENTS)

	TOTAL (1,25Ø)
TOTAL AGREE	77
Strongly Agree	56
Agree Just Somewhat	2Ø
TOTAL DISAGREE	16
Disagree Strongly	5
Disagree just somewhat	11
Undecided	7

APPENDIX A:
SAMPLE PROFILE

PROFILE OF THE SAMPLE

The sample used for this study was a national modified random-digit-dial telephone sample. Because random-digit-dial samples substitute random digits for the last three numbers in each core telephone number, they represent both listed and unlisted telephone households. This is because unlisted and nonlisted numbers are embedded in each working telephone exchange. The sample, using 200 sample points, was stratified by region and type of place.

Within each household contacted, respondents were randomly selected on the basis on the "last birthday" method. Interviewers were required to interview the adult in the household who had celebrated his/her birthday most recently -- as opposed to the person who picked up the phone. Up to four calls were made to households where there was no answer, busy, or where the designated respondent was not available on previous calls. Results were adjusted slightly to match U.S. Census characteristics for the population.

Base:	Total (1,250)
	%
Total	100
Have Children	
Yes	37
No	62
Age	
18 - 24	14
25 - 34	23
35 - 54	35
55 - 64	11
65 +	16
Sex	
Male	48
Female	52

(CONTINUED)

PROFILE OF THE SAMPLE (CONT.)

Race	
White	83
Black	11
Hispanic	6
Income	
$7,500 or Less	8
$7,501 to $15,000	13
$15,001 to $25,000	18
$25,001 to $35,000	16
$35,001 to $50,000	16
$50,001 or More	15
Education	
Less Than High School	15
High School Graduate	35
Some College	24
4-Year College Graduate	17
Post Graduate	9
Region	
East	21
South	34
Midwest	25
West	19
Political Philosophy	
Conservative	37
Middle-of-Road	38
Liberal	16
Religion	
White Protestant	49
White Catholic	22
Occupation	
Professional	20
Executive	10
Proprietor	3
Skilled Labor	13
Unskilled	14
White Collar	10
Marital Status	
Married	56
Single	21
Separated	3
Divorced	9
Living with someone	2
Widowed	9

APPENDIX B:
SAMPLING ERROR

Sampling Error

Since this study is based on a population sample, the results (the percentage estimates in this report) may differ from the results which would be obtained from surveying the entire universe of adults in the United States (complete census) with the same questionnaire. The standard error is a measure of how much the same results might differ from the results if the entire population of persons were interviewed.

The sampling error is dependent upon the number of people interviewed and the percentage response level.

The chances are 95 cases out of 100 that the sample results will differ from the theoretical census results by less than 1.96 standard errors. Below is a table which shows the values of the sampling error (1.96 standard errors) for surveys containing different numbers of respondents:

TABLE B-1
RECOMMENDED ALLOWANCE FOR SAMPLING ERROR (PLUS OR MINUS)
AT 95% CONFIDENCE LEVEL

Response	1,250	800	500	250	100
10 (90)	2	2	3	4	6
20 (80)	2	3	4	5	8
30 (70)	3	3	4	6	9
40 (60)	3	3	4	6	10
50	3	4	4	6	10

For example, if the response for a sample size of 1,000 is 30%, in 95 cases out of 100 the response in the population will be between 27% and 33%.

This error accounts only for sampling error. Survey research is also susceptible to other errors, such as data handling and interviewing recording. However, the procedures followed by SRBI keep errors of this kind to a minimum.

In determining the statistical significance of differences between the different samples or waves, say between the 1986 and 1988 waves, the following table should be read:

TABLE B-2

RECOMMENDED ALLOWANCE FOR SIGNIFICANCE OF DIFFERENCE
BETWEEN TWO PERCENTAGES AT 95% CONFIDENCE LEVEL

1ST SAMPLE SIZE/ % NEAR 50%

2ND SAMPLE SIZE/	30	50	90	150	300	600	1,250
30	25	23	21	20	19	19	19
50	23	20	18	16	15	15	15
90	21	18	15	14	12	12	11
150	20	16	14	12	10	9	9
300	19	15	12	10	8	7	7
600	19	15	12	9	7	6	6
1,250	19	15	11	9	7	6	4

1ST SAMPLE SIZE/ % NEAR 20%

2ND SAMPLE SIZE/	30	50	90	150	300	600	1,250
30	17	16	16	15	15	15	15
50	16	14	13	13	12	12	12
90	16	13	11	10	10	9	9
150	15	13	10	9	8	7	7
300	15	12	10	8	7	6	6
600	15	12	9	7	6	5	4
1,250	15	12	9	7	6	4	3

APPENDIX C:

QUESTIONNAIRE

Schulman, Ronca, & Bucuvalas, Inc.

February 5 '990 **NATIONAL CHILD ABUSE SURVEY** STUDY #2813
FINAL

RESP # _____ (1-4)
5-1

TIME START _____ TIME END _____ DATE _____
SAMPLE POINT

INTERVIEWER _____ ____ ____ ____
(6) 7) (8)

TELEPHONE (___ ___ ___) ___ ___ ___ - ___ ___ ___ ___ SEX: Male--------[9]-1
Female--------2

Hello. I'm _____ from Schulman, Ronca, & Bucuvalas, Inc., the national opinion research firm in New York City. We're doing a brief survey about issues of concern to Americans. We just want your opinions. There are no right or wrong answers.

First of all, in order to choose one person in each household to interview, I need to know who in your household, age 18 or older, had the last birthday. That is, I need the first name of the adult resident whose birthday was most recent. Please speak to that person?

[IF NEW RESPONDENT WAS BROUGHT TO PHONE, INTERVIEWER SHOULD CONFIRM THAT THEY ARE MOST RECENT BIRTHDAY AND ARE AT LEAST 18 YEARS OF AGE. IF DESIGNATED RESPONDENT WAS NOT AVAILABLE, RECORD NAME OR POSITION IN HOUSEHOLD BELOW AND MAKE CALLBACK APPOINTMENT.]

1. To begin with, do you think the economy in your area in the next twelve months will get better, worse, or remain about the same as it is now? (DO NOT RECORD RESPONSE)

2. Turning to another topic, I'd like to ask you a few questions about children. How often do you think that physical punishment of a child leads to injury to the child? Would you say very often, often, occasionally, hardly ever, or never?

Very often..... [10]-1
Often..... -2
Occasionally..... -3
Hardly ever..... -4
Never..... -5
(VOL) Not sure..... 8
(VOL) Refused..... -9

3. How often do you think that repeated yelling and swearing at a child leads to long-term emotional problems for the child? Would you say very often, often, occasionally, hardly ever, or never?

Very often..... [11]-1
Often..... -2
Occasionally..... -3
Hardly ever..... -4
Never..... -5
(VOL) Not sure..... 8
(VOL) Refused..... -9

5. Do you, yourself, have children under 18, whether or not they live at home?

Yes..... [12]-1 (ASK Q.4)

No..... -2 (GO TO Q.8)
(VOL) Not sure..... -8 (GO TO Q.8)
(VOL) Refused..... -9 (GO TO Q.8)

[IF HAVE CHILDREN IN Q.3, ASK:]

4 In the past 12 months, how often did you deny your child(ren) privileges, such as not allowing them to see their friends when they want to or not letting them watch television? (READ CATEGORIES. PROBE:) Your best estimate is fine.

Repeatedly, that is monthly or more [14]-1
(IF REPEATEDLY, ASK:) Would that be
Once or twice a month -2
Just about every week, or -3
Almost every day? -4
(VOL) NOT SURE, BUT REPEATEDLY -5

Often, 6 to 11 times a year -6
Occasionally, 3 to 5 times -7
Hardly ever, once or twice a year -8
Never -9
(VOL.) Not sure of frequency -D
(VOL.) Refused any answer -X

5 In the past 12 months, how often would you say that you insulted or swore at your children? (READ CATEGORIES. PROBE:) Your best estimate is fine.

Repeatedly, that is monthly or more [15]-1
(IF REPEATEDLY, ASK:) Would that be
Once or twice a month -2
Just about every week, or -3
Almost every day? -4
(VOL) NOT SURE, BUT REPEATEDLY -5

Often, 6 to 11 times a year -6
Occasionally, 3 to 5 times -7
Hardly ever, once or twice a year -8
Never -9
(VOL.) Not sure of frequency -D
(VOL.) Refused any answer -X

7 In the past 12 months, how often would you say that you spanked or hit your children? (READ CATEGORIES. PROBE:) Your best estimate is fine.

Repeatedly, that is monthly or more [16]-1
(IF REPEATEDLY, ASK:) Would that be
Once or twice a month -2
Just about every week, or -3
Almost every day? -4
(VOL) NOT SURE, BUT REPEATEDLY -5

Often, 6 to 11 times a year -6
Occasionally, 3 to 5 times -7
Hardly ever, once or twice a year -8
Never -9
(VOL.) Not sure of frequency -D
(VOL.) Refused any answer -X

ASK ALL:

9. How much do you think you, as an individual, can do to prevent child abuse? Would you say a lot, some, only a little, or nothing?

	A lot	[17]-1
	Some	-2
	Only a little	-3
	Nothing	-4
(VOL)	Not sure	-8
(VOL)	Refused	-9

8. Have you done anything, personally, to prevent child abuse in the past year?

	Yes	[18]-1
	No	-2
(VOL)	Not sure	-8
(VOL)	Refused	-9

10. Here are some actions people can take to prevent child abuse. For each one would you please tell me if you, personally, have ever done this? (READ EACH ITEM)

(ADMINISTER Q.11 ACROSS)

(FOR EACH "NO" OR "NOT SURE" IN Q.10 ASK:) Would you be willing to do this, or not? (READ ITEM AGAIN IF NECESSARY)

ROTATE		(------Q.10------) DONE	NOT DONE	NOT SURE	(---Q.11---) WILL-ING	NOT WILL-ING	NOT SURE
( )a.	Volunteer(ed) to work on a crisis hot line or at a crisis nursery---19-	1	2	9	29-1	2	9
( )b.	Volunteer(ed) as a foster parent or as a parent aide----------20-	1	2	9	30-1	2	9
( )c.	Report(ed) a family member or friend for child abuse to police or to a child protection agency----------21-	1	2	9	31-1	2	9
( )d.	Stop(ped) someone you did not know from hitting a child----------22-	1	2	9	32-1	2	9
( )e.	Stop(ped) someone you knew from hitting a child ----------23-	1	2	9	33-1	2	9
( )f.	Gave money to an organization which works to prevent child abuse------24-	1	2	9	34-1	2	9
( )g.	Talk(ed) with a parent to try to stop them from abusing a child----25-	1	2	9	35-1	2	9
( )h.	Stop(ped) someone you did not know from yelling at a child----------26-	1	2	9	36-1	2	9
( )i.	Stop(ped) someone you knew from yelling at a child----------27-	1	2	9	37-1	2	9
( )j.	Offer(ed) to help a parent under stress----------28-	1	2	9	38-1	2	9

Now I would like to ask you a few questions about public policies which affect children and their families.

12. Do you personally agree or disagree that schools should teach children how to ask for help if they are being physically abused? **(IF AGREE/DISAGREE, ASK:)** Do you agree/disagree strongly or just somewhat?

Agree strongly	39-1
Agree just somewhat	2
Disagree strongly	3
Disagree just somewhat	4
Not Sure	9

13. Recently there have been a number of trials in which children have accused adults of sexually abusing them. Have you heard or read anything about these cases?

Have heard, read----------40-1
No, have not heard----------2 ==> SKIP TO Q.15
Not Sure----------9 ==> SKIP TO Q.15

(IF HAVE HEARD, READ IN Q.13, ASK:)
14. Do you agree or disagree that most of these children who have accused adults of sexually abusing them are telling the truth? (IF AGREE/DISAGREE, ASK:) Do you agree/disagree strongly or just somewhat?

Agree strongly----------41-1
Agree just somewhat----------2
Disagree strongly----------3
Disagree just somewhat----------4
Not Sure----------9

15. And do you agree or disagree that drug abuse is a major cause of child abuse (IF AGREE/DISAGREE, ASK:) Do you agree/disagree strongly or just somewhat?

Agree strongly----------42-1
Agree just somewhat----------2
Disagree strongly----------3
Disagree just somewhat----------4
Not Sure----------9

16. Turning to another topic, television stations sometimes run what are called "public service advertisements and messages" that is, messages about safety tips, early warning signs of illness, and about other health issues such as alcoholism and drug abuse.

I am going to describe some of these public service ads and messages. Some of them may not have been televised in your area yet. Could you tell me if you have you personally seen each of these ads in your area, or not? (READ LIST)

ROTATE		SEEN	NOT SEEN	NOT SURE
( )	a. An ad that shows the mouths of adults who are yelling and swearing at their children and then shows the child's reaction. The announcer says, "Take time out. Don't take it out on your kid."----------43-1	1	2	9
( )	b. An ad that shows words that insult children and children's drawings of how they feel about themselves when adults insult them. The announcer says, "Stop using words that hurt. Start using words that help!"----------44-1	1	2	9

17. Have you seen or heard about a series of comic books which urge children to tell someone if they have been sexually abused, beaten, or been the subject of harsh yelling or swearing?

Yes, have----------45-1
No, have not----------2 SKIP TO Q.F1
Not Sure----------9 SKIP TO Q.F1

18. (IF YES IN Q.17, ASK:) Do you recall who is the main character in these magazines? (DO NOT READ LIST)

19. (IF DO NOT RECALL MAIN CHARACTER IN Q.18, ASK:) Do you recall if it was (READ LIST)?

ROTATE		Q.18 UNAIDED	Q.19 AIDED
( )	Batman------46-1		47-1
( )	GI Joe---------2		2
( )	Spiderman-------3		3
( )	Superman-------4		4
(VOL)	DO NOT RECALL---9		9

These last questions are for classification purposes only.

F5 Are you married, single, separated, divorced, living with someone, or widowed?

Married	[48]-1
Single	-2
Separated	-3
Divorced	-4
Living with someone	-5
Widowed	-6
(VOL) Not sure	-8
(VOL) Refused	-9

F6 What was the last grade or level of school you completed?

No formal schooling	[49]-1	Two-year college graduate	-6
1st through 8th grade	-2	Some further college work	7
Some high school	-3	Post-graduate	-8
High school graduate	-4	Trade/technical/vocational	PROBE
Some college	5	(VOL) Not sure	9
		(VOL) Refused	-7

F6A What type of work does the main wage earner in this household do? (IF NECESSARY: TITLE AND MAIN DUTIES)

Professional	[50]-1	Housewife	-8
Manager, official	-2	Military service	51]-1
Proprietor	-3	Welfare	-2
Clerical worker	-4	Disabled	-3
Sales worker	-5	Retired	-4
Skilled craftsman, foreman	-6	Other (SPECIFY)	
Operative, unskilled labor (except farm)	-7		-5
Farmer/Farm Laborer	-8	(VOL) Not sure	-8
Student	9	(VOL) Refused	-9

F6B Are you of Hispanic descent, or not? (IF NECESSARY: Did your family originally come from a Spanish-speaking country?)

Yes, Hispanic descent	[52]-1
No	-2
(VOL) Not sure	-8
(VOL) Refused	-9

F6C Do you consider yourself white, black, oriental, or some other race?

White	[53]-1
Black	2
Oriental/Asian/Pacific Islander	3
American Indian or Alaskan native	4
(VOL) Not sure	-8
(VOL) Refused	9

F6 How would you describe your own personal political philosophy -- conservative, middle-of-the-road, or liberal?

Conservative	[54]-1
Middle-of-the-road	-2
Liberal	-3
(VOL) Not sure	-8
(VOL) Refused	-9

F7 With which religious group do you identify? Would you describe yourself as Protestant, Catholic, Jewish, or what?

Protestant	[55]-1
Catholic	-2
Jewish	-3
Other (specify)	
	-4
(VOL) Not sure	-8
(VOL) Refused	-9

F8. Just for classification purposes, how old are you? (READ CATEGORIES IF NECESSARY)

18-24....[56]-1
25-34.....2
35-44.....3
45-54.....4
55-64.....5
65 & OLDER...6
Refused....9

F9. Finally, just for classification purposes, which of the following categories best describes your total household income before taxes for 1989? Was it (READ CATEGORIES)?

$7,500 or less....[57]-1
$7,501 to $15,000....2
$15,001 to $25,000....3
$25,001 to $35,000....4
$35,001 to $50,000....5
$50,001 or 75,000....6
$75,001 or over....7
(VOL) Not sure....8
(VOL) Refused....9

[58-80]

THAT COMPLETES THE INTERVIEW. THANK YOU VERY MUCH FOR YOUR HELP!